

FACT SHEET

Rev 10,000 - 2-6-20
New

L-861

Do You Know . . .

YOUR CLOTHING STORES

GRAHAM HARD
JOANNE THURBER
FANNIE BROWN EATON
HAZEL ROBERTS
KAY ELMORE*



Where to buy clothing is not always a simple decision. There are many types of retail clothing stores. Change is constant in kinds of stores, location of shopping areas, services offered and business hours.

TYPES OF STORES

Department stores may be defined as many stores under one roof controlled by a central governing body and usually offering a wide range of prices, quality and services. Family clothing shoppers save time and energy at these stores where merchandise is stocked in quantity. The wise consumer shops thoughtfully and carefully in large department stores where so many choices are offered.

Specialty shops offer limited categories of apparel which may be exclusively designed. They deal in small quantities and may cater to certain types of customers, such as the short and chubby, very tall or stout person.

Mail order houses, with their "wish book," were designed for persons beyond easy reach of stores. They now are a shopping convenience for those who must or prefer to shop from their homes. The catalog gives desired information about the wide range of mail order merchandise. It also offers liberal privileges to return any merchandise unsatisfactory to the consumer.

*Extension clothing specialists, Texas A&M University.

Discount stores have an assortment of merchandise with concentration on fast-selling items. The low-price "image" is preserved by underselling and directing attention to the price tag rather than to the merchandise. Discount stores often deal in end-of-the-season merchandise. These stores have stimulated price competition and often remain open later than other stores.

Variety stores, carrying a wide assortment of merchandise, now specialize in low-priced clothing for all the family. Rapid turnover of goods and limited services make lower prices possible. Variety stores usually handle standard items, but are limited in quantity and quality.

SERVICES OFFERED

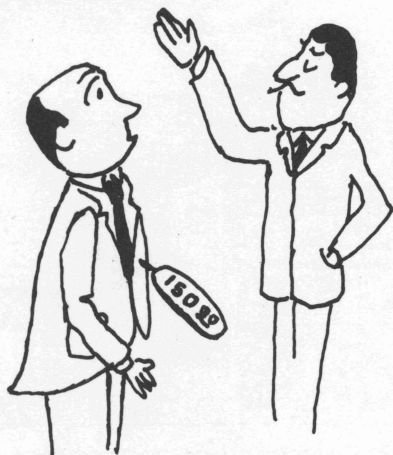
Different categories of services are offered by stores, allowing consumers to choose services they prefer and select the place to shop accordingly.

Conveniences and Time-saving Services

For consumers who desire conveniences and time saving, here are services to consider:

Credit	Personal shopping
Installment buying	Telephone order
C.O.D. services	Self service
Merchandise on approval	Alteration services
Return privileges	Delivery

EASY CREDIT



Satisfying and Effective Shopping

For consumers interested in services that contribute to satisfying and effective shopping, here are services to consider:

- Well informed and courteous sales people
- Merchandise with readily accessible, informative label
- Apparel well displayed and easily located
- Discounts to cash customers
- Clothes exhibited on live models
- Nurseries for children
- Strollers for children
- Food service
- Free parking
- Lounges
- Gift wrapping free or small charge

Organization and Policy Important

Consumers interested in stores where organization and policy are important would consider these features:

- Stand behind merchandise
- Fair prices
- Legitimate sales
- Honest advertising
- Responsible personnel
- Clean, fresh and well-presented apparel

Services for the Thrifty Customer

Services of interest to the thrifty customer include:

- | | |
|-------------------|---------------------------|
| Bargain basements | Contests |
| Trading stamps | Bingo |
| Many sales | Free gifts with purchases |

Public Information on Available Apparel

The store that informs the public of available apparel is the choice of some customers. This is done through:

- Newspaper and magazine advertising
- Radio and television advertising
- Direct mail and telephone

All of these services are part of the retailer's expenses and are added to retail prices of apparel. Services preferred and used aid the consumer in deciding where to shop.

WHERE WILL YOU BUY?

If you needed an additional dress in your wardrobe, how would you decide where to make your purchase? Ask yourself these questions:

- What quality of workmanship and fabric is found in dresses stocked by the store?
- What is the price range of dresses?
- Do you plan to pay cash or charge your purchase?
- How far is your home from the store?
- How much time do you have to shop for the dress?
- Are you acquainted with a saleslady who knows her merchandise and is interested in pleasing you?
- Do you prefer to try on the dress before buying it?
- Is it important to you that the dress might be returned, if you decide it is not just what you wanted or needed?
- Does the store stock merchandise with reliable and informative labels?



If there is other information important to you, make note of it. Become familiar with quality of merchandise stocked and services offered by the store in your shopping area, then decide where you prefer to shop for your dress.